

Economic Development Meeting Minutes

Tuesday, December 7th 2021 ❖ 7:00 pm

NOTICE: This virtual meeting of the Economic Development Authority was held pursuant to and in compliance with the Virginia Freedom of Information Act, Section 2.2-3708.2 and state and local legislation adopted to allow for continued government operation during the COVID-19 declared emergency.

All participating members of the Economic Development Authority were present at this meeting through electronic means. All members of the public may view this video of this meeting on the City's website at www.fallschurchva.gov.

1. **Call to Order**
2. **Reading of Virtual Meeting Notice**
3. **Roll Call**
4. **Approval of November Meeting Minutes:**

<https://www.fallschurchva.gov/DocumentCenter/View/15494/Draft-November-2021-Economic-Development-Meeting-Minutes>

Jim Coyle motioned to approve, and Sandy Kiersz seconded. Unanimous approval.

5. **ARPA Submission Update and approval**

<https://www.fallschurchva.gov/DocumentCenter/View/15493/EDA-ARPA-Submission-11-18-21>

City staff presented the draft EDA/EDO ARPA submission for Council for official approval. Details and specific requirements for the grant program and other programs are to be determined at a later date; this vote is to approve the overall amounts of money allocated each year and the general programs.

EDA comments include:

- Members want to ensure all businesses can benefit from some aspect of the overall submission (if not eligible for the grant, businesses can take advantage of the other programs). However, the grants are the only direct financial support the City will provide to businesses.
- Council member Letty Hardi expressed support for expanding the pocket parks in other locations outside of Mr. Brown's Park
- Members want to emphasize that the marketing money could be used for the development of marketing materials as well as marketing consultants.
- Members asked what happens to money left over each year—money is transferred to the next year through a budget amendment.

Jim Coyle motioned to approve the ARPA submission as presented to the EDA by staff, Brian Williams seconded. Unanimous approval.

6. Marketing/Tourism Update from Jim Snyder

CPEDS Director Jim Snyder updated on potential marketing opportunities for the EDA/EDO. Tourism consultant John Heather will present his findings early next year.

7. Wayfinding Update

City staff presented updates on the wayfinding program. There is a delay on sourcing materials, but the new Tinner Hill map has been submitted with the help of Cameron Gahers and Jim Snyder. City Council member Letty Hardi suggested using the map in other locations as well (such as the website).

8. EDA member comments/updates/questions?

City staff and EDA members requested a discussion on private business parking in residential areas, in response to the high demand for La Tingeria on S Washington St. City staff outlined the parking challenges in and around this business—including a high concentration of auto-uses and a shortage of shared parking opportunities. Local residents expressed concern of spillover demand parking in front of their homes in the public parking spots. City staff sent a letter revoking the businesses' CO in response to the neighborhood concerns, if the business did not resolve the problem.

EDA members expressed concern that it should not be the responsibility of the business owner to solve a public parking problem, especially since they were in compliance with City parking standards. EDA members were in support of the City revoking the revocation letter, and to have this business avoid having to go to the BZA. EDA members also think the City Code should be re-reviewed to avoid this issue in the future.

9. Adjournment 8:03